

Message Text

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ACTION COME-00

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FM AMCONSUL ZAGREB

TO SECSTATE WASHDC 4563

UNCLAS ZAGREB 551

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: ZAGREB FALL FAIR

TO: MR. HERB O'CONNELL

ADV/PR DEPT 81-54

PULLMAN KELLOGG

3 GREENWAY PLAZA EAST

HOUSTON, TEXAS 77046

TELEX NO. 76-2556

1. REF YOUR TELEX 0774 OF 22 JUNE RE U.S. PAVILION AT ZAGREB

INTERNATIONAL FALL FAIR, SEPTEMBER 9-18, 1977.

2. U.S. GOVERNMENT HAS LEASED ENTIRE GROUND FLOOR AND PORTION OF MEZZANINE IN PAVILION 32, TOTALING ABOUT 800 SQ. METERS. A THREE-ELEMENT EXHIBITION WILL BE MOUNTED INCLUDING U.S. INFORMATION AGENCY CORE EXHIBIT ENTITLED "200 YEARS OF AMERICAN INDUSTRY" AND U.S. DEPARTMENT OF COMMERCE "U.S. HOUSEWARES UNIVERSAL SHOWCASE" WHICH WILL INTRODUCE PRODUCTS OF 40 PLUS MANUFACTURERS SIMULTANEOUSLY INTO 11 MARKETS. IN ADDITION, SUFFICIENT SPACE ALLOCATED TO BOOTHS OF 12-14 AMERICAN COMPANIES OR THEIR YUGOSLAV AGENTS FOR DISPLAY AND SALES PROMOTION OF AMERICAN PRODUCTS AND SERVICES. THERE IS NO THEME OR PRODUCT LIMITATION IN THIS THIRD ELEMENT.

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3. I AM AIRMAILING YOU TODAY A BROCHURE, DESIGNER'S FLOOR PLAN, AND PARTICIPATION AGREEMENT WHICH CONTAIN ALL DETAILS. IN SUMMARY, STANDARD BOOTH (2-1/2 BY 4 METERS) COSTS DOLS 1,600. THIS INCLUDES SPACE CHARGE, DESIGN SERVICES, INSTALLATION OF SHELL DISPLAY UNIT WITH PANELS AND SHELVES, ELECTRICITY AND LIGHTING, USE OF COMMON EXHIBITORS LOUNGE AREA WITH HOSPITALITY FACILITIES AND AUDIO-VISUAL PRESENTATIONS AREA, LISTING IN FAIR AND SPECIAL

U.S. CATALOGS, AND MARKETING AND PROMOTIONAL ASSISTANCE.

4. OPTIONAL AT EXTRA COST TO EXHIBITOR ARE BOOTH ATTENDANT/
INTERPRETER, INDIVIDUAL TELEPHONE OR TELEX HOOKUPS, INTERNAL
BOOTH OFFICE, AND OTHER UTILITY CONNECTIONS.

5. EXHIBITOR IS ASKED TO ARRANGE FOR DELIVERY OF EQUIPMENT OR
DISPLAY MATERIAL TO FAIR SITE, UNPACKING AND MOUNTING, PROVIDING
QUALIFIED ATTENDANT AND REMOVAL OF EQUIPMENT AT CLOSE OF FAIR.
IN RESPONSE YOUR SPECIFIC QUESTION, WE RECOMMEND THAT EXHIBIT
MATERIAL BE ON SITE NOT LATER THAN 72 HOURS PRIOR SEPTEMBER 9.
AIR FREIGHT SHIPMENTS USUALLY CAN BE CLEARED IN THREE WORKING
DAYS OR LESS. THEREFORE, SEPTEMBER 1 IS DATE TO WORK AGAINST
AS DEADLINE FOR ARRIVAL IN ZAGREB OF YOUR EXHIBIT MATERIAL OR
EQUIPMENT.

6. AS OF THIS DATE WE HAVE AT LEAST TWO BOOTHS FOR WHICH NO
FIRM COMMITMENT HAS BEEN GIVEN, BUT WE HOPE TO HAVE ALL SPACE
ARRANGEMENTS CONCLUDED NOT LATER THAN MID-JULY. WITH LIKELI-
HOOD OF MAJOR PULLMAN KELLOGG PRESENCE IN CROATIA (SEE BELOW),
WE THINK IT MOST APPROPRIATE FOR YOU TO BE AT ZAGREB FALL FAIR
AND WE WOULD WELCOME YOUR PARTICIPATION. IF YOU WISH, WE CAN
GIVE YOU A NO-OBLIGATION OPTION ON ONE BOOTH (OR POSSIBLY TWO,
CONFIGURED 2-1/2 BY 8) THROUGH COB JULY 14. PLEASE LET US KNOW
BY RETURN TELEX IF THIS IS OF INTEREST.

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7. YOU MAY BE AWARE THAT LOUIS J. CAFIERO OF KELLOGG FRANCE,
M. VAN DIJK OF KELLOG CONTINENTAL AND IVON LEE III, ASSISTANT
GENERAL COUNSEL, HOUSTON, CALLED AT CONSULATE GENERAL JUNE 21
TO DISCUSS PROBABLE PULLMAN KELLOGG INVOLVEMENT IN CONSTRUCTION
OF INA AMMONIA PLANT AND RELATED FACILITIES AT KUTINA, CROATIA.
FALL FAIR WAS TOUCHED ON ALSO, AND WE PROVIDED COPIES OF
BROCHURE, ETC.

REGARDS,

KURT F. GROSS
AMERICAN CONSULATE GENERAL
ZAGREB.

KAISER

NOTE BY OCT: PASSED ADDRESSEE.

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